1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Projects based on Entertainment: Music, Theater and Film & Video, are showing good success rate of 77%, 57% and 60% respectively, compare to other industries, and a combined success rate or 64%.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **successful** | **failed** | **canceled** | **live** |
| film & video | 57.69% | 34.62% | 7.69% | 0.00% |
| food | 17.00% | 70.00% | 10.00% | 3.00% |
| games | 36.36% | 63.64% | 0.00% | 0.00% |
| journalism | 0.00% | 0.00% | 100.00% | 0.00% |
| music | 77.14% | 17.14% | 2.86% | 2.86% |
| photography | 46.82% | 53.18% | 0.00% | 0.00% |
| publishing | 33.76% | 53.59% | 12.66% | 0.00% |
| technology | 34.83% | 35.50% | 29.67% | 0.00% |
| theater | 60.23% | 35.39% | 2.66% | 1.72% |

* 1. In general, success rates are slightly higher in project that have fundraising in US compared to the world, specifically in Film & Video, Food and technology.

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **USA** | **World** | **Deviation** |
| film & video | 61.85% | 57.69% | 7% |
| food | 20.24% | 17.00% | 19% |
| games | 35.14% | 36.36% | 3% |
| journalism | 0.00% | 0.00% |  |
| music | 77.04% | 77.14% | 0% |
| photography | 46.27% | 46.82% | 1% |
| publishing | 38.76% | 33.76% | 15% |
| technology | 37.89% | 34.83% | 9% |
| theater | 57.57% | 60.23% | 4% |
| **Total Success %** | **54.34%** | **53.11%** | **2%** |

* 1. Second Quarter looks to be a optimal time to start a funding campaign for success, with high success rate.

1. What are some limitations of this dataset?
   1. The record subset of 4,000 does not match the outcome of the complete 300,000 plus projects, the subset has 53% success where as the complete list only had one third (33.33%) success.

|  |  |
| --- | --- |
| **Status** | **Percentage** |
| canceled | 8.48% |
| failed | 37.19% |
| live | 1.22% |
| successful | 53.11% |

1. What are some other possible tables and/or graphs that we could create?
   1. Pie chart of Backers by each Category
   2. Table containing top 3 successful sub-category per each country.